

SAMPLE PRESS RELEASE FOR REUSE EVENT

Press Release: Zero Waste
For Immediate Release
Date: _____

Contact: _____
Phone: _____

Recycling poster and essay contest sponsored in [INSERT TOWN NAME]

The “three R’s” to some people are “Reading, ’riting, and ’rithmetic” but in the recycling world they are “Reduce, Reuse and Recycle.” This spring, the recycling program from [INSERT TOWN NAME] is working to focus attention on “Reuse.”

[INSERT TOWN NAME] is running a poster and essay contest on the subject of reuse and recycling. The Town is also planning [INSERT NUMBER OF EVENTS] reusable items collection days in [INSERT MONTH]. Details for entering the poster and essay contest are available on the [TOWN’S] recycling website [OR INSERT WHEREVER MORE INFO IS AVAILABLE].

The deadline for submitting posters and essays is [INSERT DATE]. Prizes will be awarded to winners in each age group and winning essays and posters will be featured on cable TV and the town website. There will be winners in five age groups: Grades K-1, Grades 2-3, Grades 4-5, Grades 6-8, and Grades 9-12.

- Essays topic: If you could be on TV for three minutes and say something about reuse, recycling and environmental protection to the leaders and citizens of the United States, what would you say?
- Posters topic: Draw a poster that encourages people to reuse, recycle and give away, instead of throwing away reusable or recyclable materials.

Watch for details on the upcoming “Zero Waste Days” in [INSERT MONTH]. Residents will have the chance to give away [INSERT ITEMS THAT WILL BE COLLECTED – EXAMPLES INCLUDE: *small household items, clothing, bikes, books, CDs, DVDs, and linens/bedding.*] These items will be collected by local charities and distributed to families in need and organizations serving the needy.

The contests are sponsored by [INSERT SPONSOR IF APPLICABLE]

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